Product & Marketing Support

Ref. #M155

April 3, 1997

Attention Dealer Principals

RISO News Flash

K-12 Education Marketing Lists and Labels

During the week of April 1, 1997, RISO will launch a national direct mail campaign targeting 118,000 members of the K-12 Education market. Enclosed in this package is a sample of our national direct mail piece, which will be sent to prospects via first class mail. Also enclosed are lists and labels for the K-12 Education market. The mailer includes the offer for 10 free cases (or 50,000 sheets) of 8.5" x 11" 20 lb. MaxBrite Smooth White paper. The retail value of the paper is $825. Look for a copy of the claim form in your Quarter 1 Program Launch Package, arriving at the end of March.

IMPORTANT—PLEASE READ THIS BEFORE USING YOUR LISTS!

Any time a mailing list is purchased, there are strict guidelines regarding usage rights that must be followed. Failure to follow these guidelines can be very costly. These lists were purchased for unlimited use for one year. If you use these lists after one year and RISO is charged, we will debit the amount from your co-op account.

If you make any kind of contact with an individual, either through the mail or via telephone, you own that record for life. What do we mean by "making contact"? This means that if you send an individual a mailer and they mail back a response card or telephone you, that record is yours to keep.

How to use this package

Included in this package is a list of prospects in the K-12 Education market who will receive our national mailer, plus a set of mailing labels. Use this valuable marketing list for your own local mailing and telemarketing campaign.

Contact each prospect by phone or by a personalized letter, mailer, or postcard. Introduce yourself as their RISO representative, ask them if they recently received information about the Risograph, and finally, remind them about the special promotion offered until June 30, 1997.

RISO, Inc.
300 Rosewood Drive
Danvers, MA 01923
508-777-7377

Additional Mailers Available for Purchase for a Limited Time

RISO's national direct mail piece to the K-12 Education Market was also printed without the first-class mail indicia. ***This generic version includes the offer for free paper; therefore, it is only available through June 30, 1997.*** To order this generic version of the mail piece for additional mailings to the K-12 Education market, call Customer Service and request Marketing Item #1428, $20 for a package of 25.

Simply add your dealer name and address (either attach a business card or sticker), seal it, and mail. You can even include a special offer for a demonstration or purchase of a new Risograph. Use your Risograph to print your offer on a separate card, then insert it into the mailer. Be sure to seal the mailer (or use a colorful mailing envelope) and your mail campaign is ready to go.

K-12 Education List Selection

List Name:	**School Market**
Description:	*Public, Private, and Catholic Schools, 300+ enrollment.*
Usage Rights:	Unlimited use for one year (December 1996–December 1997)
Other Selections:	Principal by name, phone numbers when available
List Name:	**School District Personnel**
Description:	*Superintendents, Assistant Superintendents, School Board President, Title 1 Programs, Business Managers/Purchasing, and Vocational Education.*
Usage Rights:	Unlimited use for one year (December 1996–December 1997)
Other Selections:	Phone numbers when available

Please contact Karen Schmuch if you have any questions about this direct mail program.